

[www.Altamonte.org](http://www.Altamonte.org)

**WHERE  
INSPIRATION  
SPARKS  
INNOVATION**

# WELCOME TO THE CITY OF ALTAMONTE

Located in Seminole County, Florida, just north of Orlando, Altamonte Springs is a recognized leader in the region, state and nation for its innovation, fiscal responsibility and progressive ideas. The City is completely debt free and maintains one of the lowest tax rates in Florida. From forward-thinking and proactive initiatives to an evolving business climate and environmentally friendly projects, Altamonte Springs has set an example for other municipalities by striving to work beyond the typical constraints of local government.

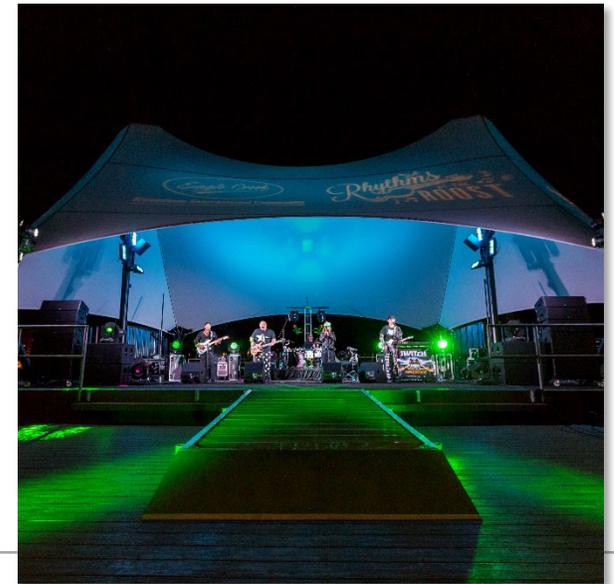


# CITY DEMOGRAPHICS

- Year of Incorporation: 1920
- City Area: 9.667 Square Miles
- Employees: 431
- Government: Commission & Strong Manager
- Population (2017 BEBR):
  - City: 44,482
  - County: 454,757
- Current Millage Rates:
  - City Millage Rate (3.1)
  - Seminole Co. Fire/Rescue MSTU Rate (2.7649)
- Residential Information:
  - Single-Family Parcels: 7,392
  - Single-Family Residential Subdivisions: 137
  - Multifamily Units: 17,110
  - Multifamily Communities: 97
- Utilities: A regional utility serving approximately 120,000 utility customers, many in other cities and unincorporated Seminole and Orange Counties. Services include residential garbage collection, waste recycling, water, reclaimed water, sewer and stormwater management.

The City has a perfect blend of community spirit and bustling activities that help create a wholesome environment for residents and visitors alike. Residential tree-lined streets and beautiful, natural parks reflect the charming and unique character of what locals call home. Not to mention, the City's robust events program is the most exciting in the region. Altamonte Springs' programs infuse into our community a sense of excitement and entertainment, while enriching its diverse social fabric.

City leadership, staff, residents and local businesses share a vision of making Altamonte Springs the best place in Central Florida to live, work, raise a family, earn a degree, seek medical care and build a business.



# THE ALTAMONTE WAY

Altamonte Springs is a city born of innovation and progressive ideas. It is commonplace to hear about governments doing the same thing, the same way. The City strives to enhance and build creative programs for the evolving needs of the community. It is widely known not only for thinking and acting outside of the box, but doing so as a part of a daily work ethic. It is an aspect of what is called the “Altamonte Way.”



Fiscal  
Responsibility



# FISCAL RESPONSIBILITY

- Remain Debt Free
- Conservative Saving & Spending
- Diversify Revenue
- Planning for the Future
- Responding to Natural Disasters

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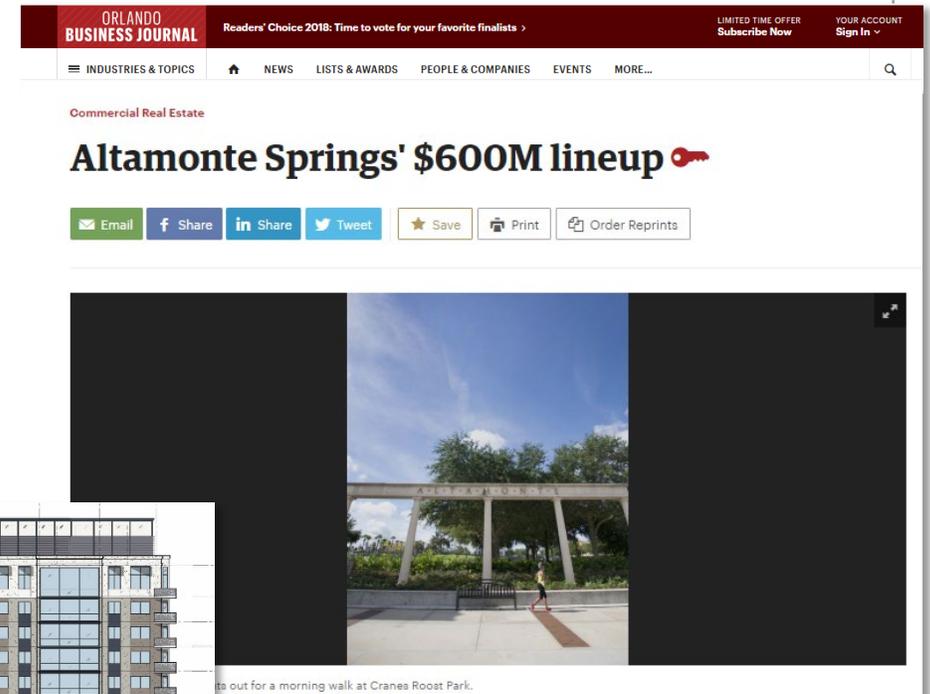
Fiscal  
Responsibility



Economic  
Development

# ECONOMIC DEVELOPMENT

- Emerson International, Inc.
- Seminole State College
- Cloudberry Lodge
- The Majesty Building
- Altamonte Mall
- AdventHealth
- The Crane



“We attracted investment because we work very hard to understand how value is created on the private investment side.”

—Frank Martz

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Fiscal  
Responsibility



Economic  
Development



Innovative  
Ideas

# INNOVATIVE IDEAS



## UBER Pilot Project

A landmark pilot project developed to meet the changing transportation needs of the community. The two-year pilot successfully concluded in July 2018. The City continues to explore alternative transit solutions as ways of moving residents regionally in the future.



## SunRail Area Redevelopment

The City is pursuing the development of the property at the northwest corner of the S.R. 436 and C.R. 427, across from the SunRail station. It's envisioned as a unique destination featuring dining, retail, living and employment options.



## Altamonte Electric Utility (AEU)

This municipal utility plans to provide a diverse array of renewable energy sources for the City's government facilities. Its goals are to self-power City facilities, reduce electric costs and save as much taxpayer money as possible.

# INNOVATIVE ID



## Altamonte Springs Science Incubator

A program promoting career readiness in the high-tech, high-demand fields of science, technology, engineering and math. AS<sub>2</sub>I offers hands-on activities and experiences for Seminole County middle and high school students.



## Project H<sub>2</sub>O Tx

An AS<sub>2</sub>I course providing high school seniors with formal instruction and practical, hands-on experience in water resource management, wastewater treatment process control and, more specifically, in the operation of wastewater treatment facilities.



## A-FIRST

A-FIRST captures I-4 stormwater run off, treats it and redirects it into the City's reclaimed water system which is used for irrigation. The City sends remaining water to the City of Apopka, which has increasing water demands. The project also reduces impacts to area springs.

# INNOVATIVE IDEAS



## pureALTA

In anticipation of predicted shortages, the City is developing a reliable and drought-resistant water source with the potential to meet future drinking water needs. pureALTA uses cutting-edge technologies to purify reclaimed water to potable standards.



**2017 Innovative Project of the Year**

*WaterUse  
Phoenix, Arizona*



**2018 Market-Changing Water Technology Award Winner**

*International Water Association  
Tokyo, Japan*

# MAKING HEADLINES

## Perfect Chemistry

Mix equal parts city, schools, and businesses, and watch the new Altamonte Springs Science Incubator come alive.

by Chip Colandro

It's the classic experiment that first introduced so many young minds to the wonders of chemistry and science: Take baking soda and vinegar, put them together in a volcano-shaped mold, stand back, and see science come to life before your eyes. When the right elements combine, the results can be both educational and awe-inspiring, and that's exactly what's happening at Lake Lotus Park in Altamonte Springs.

Ironically, the new Altamonte Springs Science Incubator (AS<sub>2</sub>) was first conceived as a hedge bet to ensure that environmentally-based STEM education (Science, Technology, Engineering, and Math) didn't fall through the cracks. "We first thought of it as a way to ensure that our kids would have access to the same quality of STEM education that our parents had," says Mayor Bates. "This is a win-win for all of us, but it's the kids who are truly amazed at what our new Science Incubator has to offer."

Sponsors to privately fund not just the development of AS<sub>2</sub>, but its continuing operation for at least the next 10 years, as well. Major sponsors include Duke Energy, Seminole State College, and the Adventist Health System, which, conveniently enough, happened to recently relocate its national headquarters to Altamonte Springs, just a half-mile down the road from AS<sub>1</sub>.

"I can't speak highly enough about the cooperation and coordination between our city, the School Board, and our business partners," says Mayor Bates. "This is a win-win for all of us, but it's the kids who are truly amazed at what our new Science Incubator has to offer."

"Helping put things together like this makes a difference."



Under AS<sub>1</sub>'s Periodic Table of Partners, city, county, and corporate leaders pull the ribbon to officially open the Incubator.

## Visions or pipe dreams?



JOE BURBANK/STAFF PHOTOGRAPHER

Cranes Roost Park in Altamonte Springs is an example of successful "municipal visioning" by city leaders in the 1980s as a part of a redevelopment that became Uptown Altamonte. But sometimes, "a very expensive report sits on a shelf, and nothing much happens," said one expert.

## Local cities often find grand plans easier discussed than done

By STEVEN LEMONGELLO  
Staff Writer

"visioning" is a way of laying out a long-term future with ideas.

similar enough that vision consulting has become almost a



Central Florida's city seeing visions. How real they become to be seen. For a large number of



Infrastructure Public Transit

## Florida City First In U.S. To Subsidize Uber Rides

March 24, 2016 | Kyle Park Points | 3 Comments | Altamonte Springs, Florida, Lyft, subsidies, Uber, Uber subsidies

Reuters.com recently reported that Altamonte Springs, Florida, will be the first U.S. city to subsidize Uber services in an attempt to reduce traffic and increase transit ridership. The Orlando suburb has currently allocated \$500,000 to cover 20% of Uber trips within city limits and 25% of trips to or from a SunRail station.

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News | August 30, 2017



## The City Of Altamonte Springs Explores Ways To Combat Future Water Shortages With Its New pureALTA Water Project

pureALTA uses groundbreaking technology in a potable reuse pilot project that has the potential to expand the City's water supply by hundreds of thousands of gallons per day

The City of Altamonte Springs is conducting a pilot project aimed at meeting its future water needs and the challenges brought on drought.

Reprinted with permission from

## Florida Specifier

Practical Information For Environmental Professionals

August 2014

## Altamonte Springs rolls out another innovative project using stormwater as a resource

By BLANCHE HARDY, PG

The city of Altamonte Springs is leading the state for yet another time in creating innovative solutions for water resource management.

Like Altamonte Springs' thirty-year-old Project APRICOT—one of the first public reclaimed wastewater reuse systems in the country and a national benchmark of engineering—the city's new A-First project combines traditional water supply measures with innovative stormwater management to create an alternative water supply regime capable of delivering positive regional impacts.

The Altamonte Springs-FDOT Integrated Reuse and Stormwater Treatment project, or A-First, is a partnership between the Florida Department of Transportation and the city of Altamonte Springs, and includes participation from the Florida Department of Environmental Protection, the

Interstate 4 widening and store the resulting stormwater in Cranes Roost," he said.

Cranes Roost is a landlocked drainage basin adjacent to I-4 with pumped discharge that will allow captured stormwater to be conveyed for treatment.

"The water will be treated to reclaimed water standards and excess water from the city's regional reclamation plant will be added eliminating plant discharge other than during a major storm event," he said. "A-First will generate an average of 4.5 million gallons a day of reclaimed water. The excess will be sent to the city of Apopka."

The need to develop alternatives to groundwater withdrawal for water supply is critical in Central Florida.

To Torres, a notable part of the project's significance is "combining utility technology on the wastewater side with stormwater technology to get a common product."

phosphorus and 62,659 pounds per year of nitrogen to the Little Wekiva River.

DEP Spokesperson Dee Ann Miller noted that A-First will "help improve water quality, help the region reuse reclaimed water more efficiently and save the state an estimated \$15 million. The project will also create an estimated 4.5 million gallon per day alternative supply of reclaimed water."

"The improvements are expected to substantially reduce the future pollutant loads for total nitrogen and total phosphorus, by 98 percent and 99 percent, respectively."

The estimated \$15 million savings that FDOT gains through A-First will allow the department to fund a significant portion of the project.

"This project demonstrates the remarkable achievements that can be realized through cooperation between agencies and municipalities," said Miller. "Not only will these improvements generate a more sus-

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Home / Mobility

## Five US cities team up to subsidize Uber fares

26th May 2016 Steve Hoare

Uber fares are to be subsidised by up to 25 percent by four Florida cities together with Altamonte Springs which launched the pilot project in March.



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### DEBT-FREE INNOVATION, "THE ALTAMONTE WAY"

Hidden behind the charming, tree-lined streets and alluring natural beauty of Altamonte Springs, Florida is a powerhouse of innovation, fiscal responsibility, and progressive ideas. The city strives to remain consistently debt free, while maintaining one of the lowest tax rates in Florida, and the entire community takes pride in making Altamonte Springs the best place in Central Florida to live, work, raise a family, and build a business.

City Manager Frank Martz acknowledges two of the biggest challenges facing Altamonte Springs. First, is an increasing expectation on services—that they be excellent, innovative, and growing. The second is increasing pressure by the State government to limit the amount of revenue that cities and counties can generate. "It's a tough circumstance to be in," says Martz. "We have businesses who come to our city to develop and want to get through our process as quickly as possible. But we can't serve the business community as quickly as they expect, because we've had to cut

### AT A GLANCE ALTAMONTE SPRINGS, FLORIDA

WHAT: A city of 43,500

WHERE: Central Florida

WEBSITE: www.altamonte.org

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Economic  
Development



Innovative  
Ideas



Community  
Focused

# HURRICANE IRMA RECOVERY & RESTORATION

*The City was able to do a full debris cleanup of our community in just **33 days**.*



1,375,000

Cubic Feet of Vegetative  
Debris Collected



960,000

Pounds of Bagged Yard  
Waste Collected



108,300

Cubic Feet of Construction &  
Demolition Building Debris Collected

472,000

Cubic Feet of Mulch Hauled  
to Final Disposal Site

1,698

Truckloads of Debris Taken  
to Management Site

224.7

Miles of Streets Swept

# COMMUNITY FOCUSED



## Altamonte Springs Police

An Excelsior II CFA State Accredited Law Enforcement Agency, the ASPD is committed to excellence in service through community involvement and developing a sense of pride and an atmosphere intolerant of criminal activity.



## Education Opportunities

The City is located within the Seminole County Public Schools district, which rates among the best in Florida and among the top 100 school districts nationwide. The City is also home to Seminole State College, Embry-Riddle Aeronautical University and City College.



## Connectivity

To improve connectivity and provide safer options for pedestrians and bicyclists, the City is building an underpass on S.R. 436 between the Renaissance Plaza and Essex Avenue. Improvements on S.R. 436 between Northlake Blvd. and Boston Ave. are also in the planning stages.

# COMMUNITY FOCUSED



## Westmonte Recreation Center

The City is excited to announce the opening of the newly-constructed Westmonte Recreation Center. The facility is home to the aquatics, seniors, special needs, seasonal camps, flag football and cheer programs. Amenities include:

- Outdoor Pool with a Zero-Depth Entry Play, Open Swim, Class & Lap Lane Areas
- 4,695 Square Foot Multi-Purpose Room
- Therapeutic Pool
- Senior Activity Room
- Playground
- 100-Person Pavilion
- Bocce, Basketball, Pickleball & Tennis Courts
- Multi-Purpose Field

# COMMUNITY FOCUSED



## Senior Program

Altamonte Springs is committed to providing quality, fun and beneficial programs to the senior community. Our newly-expanded program features weekly activities such as games and social events, exercise classes, sports and day trips to area attractions.



## Special Needs Program

Altamonte Springs Special Needs, in partnership with The Advisory Board for the Disabled, Inc., provides social and recreational activities at a minimal cost to individuals with mental or physical disabilities, ages 13 and up in Altamonte Springs and surrounding communities.



## Parks & Recreation

The City has more than 224 acres of developed park land which hosts youth, adult, senior and special needs sports, activities and programs. Amenities include playgrounds, pavilions and civic centers. They are natural gathering places for the community.

# COMMUNITY FOCUSED



## Altamonte Baseball Academy

The ABA provides a year-round program combining expert instruction, innovative training programs, cutting-edge techniques and high-tech amenities to educate, motivate and inspire young athletes. The program operates at Eastmonte Park, a state-of-the-art facility with six baseball fields (five of which are lighted and three feature synthetic turf) and a full-service practice facility, which includes practice infields, pitching lanes and batting tunnels. The ABA offers:

- Spring & Fall League Play
- Spring & Summer Camps
- Preseason Training
- Offseason Clinics
- Sandlot Saturdays
- Tiny Tots
- Summer Pass
- Private Instruction
- Travel Teams & Tournaments

# COMMUNITY FOCUSED



## Events in Cranes Roost Park

Cranes Roost Park at Uptown Altamonte is one of Central Florida's premier outdoor park venues with more than one million guests visiting annually. The park is host to many events that cater to a variety of age groups and demographics including large annual events such as Altamonte Springs' Independence Day celebration Red Hot & Boom, to small private events for invited guests only.

There are multiple areas within the park that can provide an ideal setting for any event. The Eddie Rose Amphitheater, floating stage, Plaza and Cranes Roost Boulevard all are well equipped to host weddings, private parties, corporate functions, fundraising walkathons, musical concerts, foodie events and festivals.

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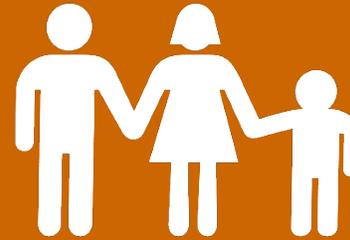
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Community  
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Partnerships  
& Collaborations



## PARTNERSHIPS & COLLABORATION

- Strong, Forward-Thinking Leadership
- Dedicated, Service-Driven Employees
- Constant Resident Focus
- Community Involvement
- Partnerships & Sponsorships



## EMPLOYEES ARE OUR BEST ASSET

- EPIQ
- PRIME
- Employees Organization
- Wellness and Health
- Food Bank
- Adopt-A-Family
- Leadership Forums



THANK YOU!

Frank Martini City Manager  
(407) 571-8031

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